

CLAIMS

We claim:

1. A method for optimizing display of information content on a client device, the method comprising:
 - 5 determining an efficiency with which the client device can process information content when it is stored in a first storage format versus when it is stored in a second storage format;
 - determining the transmission capabilities of a wireless communication link used to send information content to the client device; and
 - 10 based on the efficiency with which the client device can process the information content in the first and second storage formats and based on the transmission capabilities of the wireless communication link, determining whether to send the information content to the client device in the first storage format or the second storage format.

15